A Study of Critical Factors Affecting the Promotion of Tourism Industry in India

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Certificate

I hereby declare that the short synopsis "**A Study of Critical Factors Affecting the Promotion of Tourism Industry in India**" being submitted in partial fulfilment of the requirement for the degree of Doctor of Philosophy in Commerce under the supervision of Dr. R K Arya, Faculty of Commerce and Business Studies of Manav Rachna International Institute of Research & Studies, Faridabad during the academic year 2020-2021.

It is a bonafide record of original work carried out under the supervision of Dr. R K Arya and has not been submitted in full or part to any other university or institute for degree or diploma. Further, it is certified that short synopsis is plagiarism free and the proof has been submitted.

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ABSTRACT

Tourism is one of the most productive business activities in today's time globally. The number of international tourists is increasing day by day. Due to this, it is also one of the leading sectors in providing jobs and employment to the local community or the host country in technical terms. According to WTTC expectation, more than 100 million additional jobs will be generated by tourism worldwide. India has achieved 34th rank in travel and tourism competitive index issued by World Economic Forum in the year 2019 which shows the potential in Indian Tourism Industry but the question remains will India be able to achieve these potential opportunities in actual return. There are other developing countries which is way ahead than India. It is one of the sources who promote national integration and cultural integration. It is not only a source of foreign exchange earnings but also to increase the dependency of one nation to another, peace-making, built confidence to the guest about the host country. Over the time research on Tourism industry have become popular among academicians and researchers. The reason behind this heightened interest lies in the transfer of comparative advantages that caused a change in Tourism Industry. Hence focus herein is to identify the variables and factors that influence the promotion of Indian Tourism Industry.

Keywords: Tourism, Economy growth, Economic development, Foreign Exchange, Employment, Sustainability, Cultural tourism

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1. Introduction

The importance of word tourism is not new to us. But in support of this as a new generation, we can also state that in the era of 21st century the appetite of travel grows globally from one place to another place. With massive development economically and financially we are giving more time to this important feature of human. In this development, technology also plays an important role whether it is in terms of road connectivity, rail connectivity, air connectivity, smart devices like smartphone, camera etc. everything helps to achieve enjoyment in travelling time. Tourism is one of the most productive business activity in today's time globally. The number of international tourists is increasing day by day. Due to this, it is also one of the leading sectors in providing jobs and employment to the local community or the host country in technical terms. It is not only having a direct impact but indirect and induced impact as well in various aspects. Therefore, we can say that it has a significant impact on overall economic development and enhancement of potential growth in the economy. Increase in the revenue, increase in the foreign exchange earnings, the balance of payment, increase in government revenue in terms of tax revenue, increase in employment etc. are some direct positive cause of tourism's impact on the economy. Tourism is not only economically associated but it also associated with geography, history, society, culture, traditions, rituals, customs etc.

1.1 Global Tourism Industry

Internationally, the travel and tourism directly contributed US $ 8.8 trillion comprises 10.4% of world GDP in 185 countries as per Travel & Tourism Global Economic Impact & Trends (2019) issued by WTTC (World Travel and Tourism Council). The report also mentions that the sector has grown by 3.9% in 2018 which is to be recorded fastest than the global economic growth which is 3.2%. After becoming the second fastest growing sector globally just behind the manufacturing sector, travel and tourism employees more than 319 million people which represent 10% of the total employment globally. According to WTTC expectation, more than 100 million additional jobs will be generated by tourism worldwide. It is also true that the maximum visitor's spending is done by the domestic tourist with 71.2% while international visitors comprise of 28.8%. USA and China still are the dominating countries in terms of tourist arrival and China is the only country that comprises more than 25% of total foreign tourist arrival. It has been also shown that the income of people from the middle class household, growth in consumer spending, visa-relaxation in many countries

steered the economy of many countries. It is also expected India's travel and tourism will be more than doubled and can attain the third position after China and America till 2029 but it is just the expectation and projection and needs to be achieved.

1.2 Indian Tourism Industry

Before 1990, India was not economically strong, but after opening doors to rest of the world Indian economy has changed now it becomes more liberalised, comparatively friendlier in the international market. Since that time, the tourism sector also experienced many changes and now it has become one of the significant contributors to India's GDP. Earlier people visit India only for leisure or we can say India was the spot for relief holiday for guest but now it has turned as the source of foreign exchange earnings in India (host country). India is also a very popular destination worldwide best known for hill stations, the natural beauty of Himalayas, monuments, beaches and most popular pilgrimage tourism (based on religion). Geographically, India also has the potential to augment and promote the tourism industry because of its historical and cultural presence in the world. India experienced a massive flow of tourism in absolute numbers during the recent past. India has achieved 34th rank in travel and tourism competitive index issued by World Economic Forum (2019), while 40th rank in the year 2018 which shows the potential in Indian Tourism Industry but the question remains will India be able to those potential opportunities in actual return because number tells different stories. There are other developing countries which is way ahead than India in terms of enabling environment, better infrastructure, friendly tourism policy to attract tourist. 10.56 million Tourist visit India in the year 2018 but shared only 1.24% of the global foreign tourist arrival according to Ministry of tourism. Now it is a paramount component contributing significantly in Indian tourism and reveal Indian diverse culture to the domestic and international traveller and tourist.

1.3 Employment and Tourism Industry

Tourism not only creates employment for skilled labour but we have evidence that unskilled labourer also gets employment benefit from it. It has the ability and capacity to produce jobs. But many authors have the perception that the jobs created by tourism most of the times are seasonal, short duration (peak season only) and at the time of off-peak season income or wage becomes low. Creation of jobs in tourism also motivates other people, to join as workforce or entrepreneur. In the case of Indian tourism lack of professional personnel and safety of tourist (especially women's security) is a major concern. Tour operators, tour

agency, hotels, restaurants, transportation (Airlines, Railways, Road transportation, Seaways), Touring guide, Artisans, Handicrafts etc. are some example of activities related to skilled and semi-skilled employment. Due to an increase in the growth of tourism, it provides more or increased income to the household and government sector in the form of taxes and a rise in the balance of payment as well.

Nowadays many developing economies making policies to attract worldwide tourism. because promoting tourism can be considered as cost-efficient because the country only has to advertise its natural or man-made resources without investing any further capital. Though facilities provided to international tourist and other services need to be checked and require the subsequent fund to maintain the quality of the destination. If attention is given by the public administration to develop tourism on the ground in the region, the success of local government and government at central level become secure and it will also contribute in the economy's development.

It is one of the sources who promote national integration and cultural integration. It is not only a source of foreign exchange earnings but also to increase the dependency of one nation to another, peace-making, built confidence to the guest about the host country.

1.4 Future Forecast

The future of India is very bright in terms of tourism and we are saying this is the right time to test the potential opportunities for the overall economic growth. According to Indian Tourism and Hospitality Industry Analysis, on in current growth path the tourism industry can reach to the US $ 488 billion by 2029 with an average growth of 6.7% and can consist 9.2% of the total economy in which domestic travellers and tourist will play a dominant role. No doubt Indian tourism has multifarious characteristics from the pilgrimage, adventure, sports, medical, niche, mice, natural flora and fauna, wildlife natural parks and biosphere reserves etc. It is also expected that international tourist arrival can reach to 30.5 million by 2028. India also has a rich heritage of historic monuments, beaches, cruise, and almost 37 world heritage sites. But with the current position, the resources of tourism are still underutilised. India with having over 4000 cities out of which almost 300 cities with population more than 100000 and near to 650000 villages having their own culture, language and heritage could provide better joy and experience to the tourists.

2. Literature Review

Saarinen & Manwa (2008) found out the relationship between host-guest and socio-cultural impact in tourism which is very important for substantial growth in the tourism sector of Botswana. They also emphasize on the aspect that how national economies are dependent on modern tourist. Tourism helps to show heritage, local traditions, customs and culture which is an inexpensive way to attract investment and foreign capitals.

Berganov, Fayzullaev, Matkulieva, Atabaeva, & Rakhimbaev (2020) stated to get economic, technical, social, environmental benefit overall innovation is required in the tourism sector from time. Nowadays a traveller can plan his/ her tour without taking much help from the tour operator. Maximum information is available online, tourist can book online lunch and dinner, the facility of accommodation etc. provided host country also should have these facilities. With this, the concept of focus on individual tourism arises. The base of knowledge management should be broadening up to focus on new product market in tourism.

Olimjon (2020) emphasized on the strategy for the development of modern tourism. Various measures have been suggested for promoting tourism in the Republic of Uzbekistan. The study supports the free visa and simplified visa regime to 86 from 57 countries, respectively which increases the number of tourists in the region extensively. The paper also states that there should be a proper linkage between the regional governments, authorities with the people employed in the tourism sector in the form of small and medium enterprises. Involvement of all parties should be there in tourism for the overall development of the economy.

Saida (2020) encourages museum tourism specifically because they are not only the source of income but they also build the linkage between modern tourism and the existing culture. These museums can also be considered as the education point of historic facts, place of public opinion, and exchange of knowledge with the rest of the world.

Booyens & Rogerson (2019) focused on recreating slum tourism which is not only important for local economic development but cultural integration. They stated very clearly that product innovation is very important for long term sustainable development. It means the creation of

slum tourism also opens a new dimension for the long term sustainable tourism in the economy. They also specifically mention Dharavi in Maharashtra (Asia's largest slum). They pointed out how the commercialisation of poverty attracts the researchers and shows the potential and prospective role of creative tourism.

Wu & Peerce (2012) assessed Tibet tourism and found how tourism development in that area from 1980 to 2009. In 2009, 5.59 million tourists visited Tibet which consists of 11.87% of GDP. Strategic management and tourism development at the macro level also lead to further education in tourism, community relationship. They found in their bibliometric approach maximum authors focused on Strategic management and tourism development at the macro level in their study which comprises the highest level of share in percentage in other tourism research. They also found that new studies have been done with mixed- methods instead of only following either quantitative or qualitative.

Rogerson (2008) assessed the immediate requirement for developing the small business associated with tourism. The article represents the importance of tourism research mainly revolving around key issues faced by marginal and modest small entrepreneurs because of low investment and marginal or low return in the form of income. The study mainly focuses on issues faced by South African small scale tourism sector which is diverse in nature. The study found out ten challenges faced by small and medium enterprises in the tourism sector. Lack of infrastructure, safety issues, lack of knowledge of marketing tools, methodology, professional skills and development, legal issues, problems related to ICT (information, communication and technology) etc. Tourism is a mainly periodic or seasonal activity which is mainly ignored by the commercial banks while giving credit due to many fluctuations. The study talked about such various facts which are a hurdle for the shared economic sustainable growth for any economy.

Visser & Rogerson (2004) critically analysed the tourism trend in South Africa. They examined how trends have been changed after the arrival of white paper in 1996. The study analysed the tourism trend in pre and post-democratic change. Earlier tourism referred only to white people demand but after Mandela inspired community growth, discrimination and racialism have been ignored. Now it has been understood by the researcher that tourism not only need individual economic growth but there should be equitable distribution of profits

and costs both. No doubt, there should be private people to invest in the betterment of tourism but also there should be government policy to create a link and promote local based community tourism. They emphasise that there should be full-time researchers to study tourism's economic, social and cultural aspect. They also agree to this point of tourism is an important tool for economic development. Tourism offers both direct and indirect employment and entrepreneurship chance to the people of every marginal section of the society. But the study also argues that it is not the ultimate solution to promoting entrepreneurial aspects of tourism. The country also needs proper and tactful planning so that the benefit can be transferred to the community as a whole. Researchers should be focused on and use of adequate tourism education, ICT knowledge should be there to convey the message to the present and future tourist visitors.

Cai, Leung, & Mak (2005) assessed the backward and forward linkages network of inter-related industries with tourism. The authors found strong backward linkages among hotels, automobile rental, amusement services, golf course, apparel, recreation, food services, museums, grain products with tourism industries. The study experienced a low rate of forwarding linkages among these same industries by using the input-output model.

Yan & Wall (2002) critically examine the effect of tourism on the Chinese economy and found surprising result by using an input-output model which was just contributing 1.6% of GDP. The study found moderate backward linkage which is more logical than the forward linkage of tourism with other sectors of the economy. Though, the multiplier effect was higher.

Fang, Ye & Law (2015) conduct a study on tourism's effect on sharing economy in terms of employment. The results show that the concept of sharing economy plays an important role in employment generation but it also needs government interventions to regulate and frame policies to get rid of the negative effect.

Sharma (2018) critically analysed and found the causal relationship between tourist receipt and GDP by applying Granger Causality test from 1991 to 2017. It was also suggested that by promoting tourism economy growth can be expanded in the long run.

Mishra, Rout & Mohapatra (2011) assess tourism's role in economic growth and development. The study is based on Granger Causality Test but before that Augmented Dickey-Fuller, Unit Roots Test also applied to check the variables. The study found the long-run equilibrium between real GDP, Foreign exchange earnings and foreign tourist arrival which means tourism lead to economic growth while there were variations in the short run.

Marcouiller (2008) identifies that tourism employs in an urban, suburban and rural area in the study of Wisconsin as a region. Though there is disparity among the wages and salaries based on the urban and rural region. It is also clear that employment opportunities have been provided along with ten tourism sensitive sectors especially to low-income group household in that region. Gini coefficients were calculated for the study which shows the results of income inequality.

Thano (2015) found out that tourism activity in the country Albania increases the position of balance of payment. Developing countries by increasing tourism can earn more foreign currency from an international tourist in the form of export. Financial structure also plays an important role to fight against negative balance of payment. Tourism bring foreign currency reserves which further can be used by the host country to purchase and import the capital goods to manufacture goods or services which ultimately going to give the benefit in the economy growth.

3. Description of the Broad Area

Regarding current study, Fiscal deficit become measure problem for many developing countries and India is one of them. Due to fiscal constraint target employment is not easy to achieve. It is also very clear that we have definite relation between fiscal policy and balance of payments of the country. As per Economics times, Current account deficit position has broaden up to 4.59% of GDP. The overall fiscal deficit has reached to 35.1% and showed lower revenues of government and there is tremendous decrease in tax revenue by 70%.

The current position of Current Account Deficit in India limited to only $1.4 billion which is just 0.2% of GDP for the December quarter in 2019. But this is new to Indian Economy; Developing countries like India can use tourism as a valuable alternative substitute to further advancement of foreign reserves. It improves the condition of overall balance of payment of the country. Earnings from tourism sector also increases the demand of household sector and

factors of production also which ultimately increases or motivate the productivity and finally to national income. Income from tourism is to be considered as export which directly decreases the deficit of current account.

Over the time research on Tourism industry have become popular among academicians and researchers. The reason behind this heightened interest lies in the transfer of comparative advantages that caused a change in Tourism Industry from Western developed countries to Asian developed countries and from Asian developed counties to other developing countries of the world. Hence, it is important to explore the trend and determinants of Indian Tourism Industry that going to influence the industry as a whole. Hence focus herein is to identify the variables and factors that influence the promotion of Indian Tourism Industry.

4. Objectives of the Study

Based on the review of literature in the area, the major objective of the study is to understand the trend of Indian Tourism Industry under a broader perspective based on macro-economic variables.

I. To identify and analyse the factors that influence the tourism industry in India and its performance.
II. To identify and understand the determinants of Indian Tourism Industry.
III. To analyse the impact of Indian Tourism Industry on economic growth via trade.
IV. To analyse the pattern of foreign tourist visits in India through selected tourist spots.
V. To study the efforts of government in boosting tourism environment in the last three decades.
VI. To analyse the role of destination-country institutions in determining cross-border tourism flows.

5. Research Methodology

This section outlines the period of study, periodicity of data, sources of data, the research design and the methodology to be followed in this study.

5.1 Research Design

The research is descriptive and quantitative in nature to analyse the performance of Indian tourism industry over last thirty years (1991-2020). To select the countries for comparison

major developing countries were used on the basis of proper statistical measures (Department of economic and social affairs of the United Nations Secretariat provide criteria to classify country as developed or developing). World Tourism Organization (UNWTO) on yearly basis provides continuous data for selected countries.

The study also going to show the effects of economic and trade factors on the performance of Indian Tourism Industry and other developing countries. To support the analysis a quantitative research will be conducted using Primary data. This study answers our research questions and help to explore performance of Indian Tourism in comparison to other developing countries.

Based on the objectives following are the tentative hypothesis:

H1: There is positive relationship between macro-economic factors and tourism in India.

H2: Tourism in India has positive impact on the economic growth.

H3: There is significant relationship between Investment and Promotion of Indian Tourism Industry.

H4. There is significant relationship between government efforts and growth of tourism in India.

5.2 Data Analysis

5.2.1 For Secondary Data

The analysis shall be undertaken to comprehend the understanding of the performance of Indian Tourism industry and to identify the macro-variables to check the performance and comparison with other countries.

Data for analysis will be collected through sources such as World Development Indicators, annual reports of the World Trade Organization (WTO), World Tourism Organization (UNWTO) and Ministry of Tourism. Proper care must be taken while processing data regards to exclusive and comprehensives. The data so collected shall be visualized first through box-plots, and then Levene's graph to test for normality of the data.

For the purpose of the study LAG econometric model will be used and tested to hard press the economy. This will help to understand the time series data. A regression model shall be

proposed considering all determinants and will explain the dependent variable which is promotion of inbound tourism.

Input-output methodology can be used to determine the income-employment and value addition in the economy. The model can show by using pertinent coefficients that explain the relationship of interdependence among sectors. The Granger causality test shall also be applied to determine the generalizability and establishing if the present data is useful in forecasting another.

5.2.2 For Primary Data

Population

Selection of test persons will be from a well-defined population, i.e. persons of various age group will be taken for this research and will be invited to participate. The technique for the survey will be Probability-based Stratified Random Sampling. Stratified Random Probabilistic Sampling is the sampling technique which allows each possible sample to have an equal chance of being picked in the entire population and to be included in the sample.

Sample size

A sample size of 377 (Raosoft, 2020) respondents would be selected with 5% margin of error, 95% class interval and infinite population.

Measuring Instruments

A standardized measuring instrument will be used in framing the questionnaire. The changes will be made as per the requirement and the nature of the population to ensure its validity and reliability. A Pilot Test will be conducted by taking 50 respondents from the population. The collected data will be subjected to Factor Analysis, to check the reliability of the questionnaire and take corrective measures (if required) before using the questionnaire for the final data gathering.

Factor Analysis

Factorability of data will be tested using Bartlett's test of Sphericity ($p<0.05$ is considered as significant) and the Kaiser-Meyer-Olkin (KMO) (KMO index ranges from 0-1, value 0.6 or above is considered as good for factor analysis) measures of sampling adequacy. Once the data will pass the above test than various Factor Analysis tools could be used such as

Principal Factor analysis, Exploratory Factor Analysis (EFA), Common Factor Analysis (CFA) and Confirmatory Factor Analysis.

Reliability and Validity Test

The Reliability and validity test of the data will be conducted. For Reliability (the extent of consistency in the given result) Cronbach's Alpha coefficient (accepted if the value is equal to or more than 0.7) will be used.

Validity refers to the degree to which an assessment measures what it is supposed to measure. Content and Construct validity test will be undertaken.

Data Accuracy

Proofreading of the data will be done to ensure that the data has been correctly entered in the questionnaire.

Missing Data

This involves dealing with missing data, removing and handling unwanted/ irrelevant data. If any discrepancy will be found in a filled questionnaire than efforts will be made to track the relevant respondent for corrections if reaching the respondent will not be feasible than corrective measures will be taken based on the subjective judgment.

To handle missing data, different corrective measures will be taken depending upon the nature of the missing data like group mean or regression, dummy variable can be introduced or t-test can be performed using other related variables.

Test of Normality

Normality of the data will be checked using a normality test such as Shapiro-Wilk normality test and Kolmogorov- Smirnov test to ensure that data is normally distributed and is free from outliers. Data analysis tools will be used based on normality test results. If data will be normal than various parametric test will be considered such as ANOVA, multiple regression etc. else non-parametric tests will be considered for the analysis such as chi-square.

Checking for outliers

To avoid biased results, the data set will be checked for both multivariate and univariate outliers. Outliers are the extreme values that may or may not belong to the population. Some

reasons of outliers could be mistakes in the data entry, missing data is not specified, data do not belong to the intended population, existence of extreme cases in the population etc.

Data Analysis and Statistical Tools

The data thus collected will be analysed using the method of descriptive statistics including Mean, frequencies and Standard Deviation along with inferential statistics methods which will include Factor analysis, Pearson correlation, multiple Regressions and Lagrange equation to assess the relationship between various variables.

Testing of Hypotheses

For testing the hypotheses various inferential statistics such as cross-sectional regression or SEM (Structural Equation Modelling) will be used, depending upon the nature of the data. Structural Equation Modelling (SEM) is a statistical technique for testing and estimating causal relations using a combination of statistical data and qualitative causal assumptions. Structural Equation Modelling will be used to develop an overall model.

Statistical Packages

Various other parametric and non-parametric tests will be studied and used with the help of latest computer-based software like SPSS (IBM statistical package for social science), STATA etc.

6. Expected Outcome

It is of prime importance for practitioners to understand the current debate revolving around the topic and the potential positive implications of a planning in tourism industry. It is also important to popularize the notion that while tourism industry tends to grow over time, its performance can further be improved and harnessed through proper planning at central and regional level.

Research along these lines is needed and promising, based on the simple premise that improving the tourist infrastructure along the various tourist destinations likely to be a possible route to increased growth in tourism industry.

Better planning and investment may also allow tourism organizations to tailor the specific needs of tourists based on detected strengths and weaknesses in the system. In addition, this research will help various government and non-governmental organisations to develop the

necessary skills and infrastructure to tailor feedback to the needs of tourists. Findings can be used by organizations to make strategic changes in their policies and business practices.

7. Proposed Plan of the Study

This study will be organized across six chapters.

Chapter 1: Introduction

This Chapter will introduce the various terms and statements of Tourism Industry with the various theories covered in the research. Comparative analyses will also be covered with other countries. The relationship between the variables will be highlighted. The objectives and the hypothesis will also be mentioned. The research methodology will be mentioned in summarized manner.

Chapter 2: Literature Review

This chapter discusses the research work already done by the various authors in this area. Moreover, it critically examines the various researches done on this area and adds to it the points of current knowledge including substantive findings, as well as theoretical and methodological contributions.

Chapter 3: An Empirical Analysis

This section of the study will discuss the various variables. It will also explain whether variables affecting performance of tourism industry and to what extent. This chapter will analyse the relationship among different variables used for this study.

Chapter 4: Research Methodology

Data Collection and Analysis

Data for analysis will be collected through various secondary and primary sources. Proper care must be taken while processing data regards to exclusive and comprehensives.

Testing

The various hypothesis, research population and sample, tools and techniques used, data gathered and collected and statistical analysis will be covered in this part of the research.

Chapter 5: Results and Findings

The results and findings will therefore, confirm the relationship between the various variables and Indian Tourism Industry along with economic growth.

Chapter 6: Conclusion and Limitations

This will be the last section of the research which will highlight the implications of the research. This segment will also discuss the limitations of the research and the scope for future research (if possible). Lastly, it will mention the conclusions of the research.

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A Study of Critical Factors Affecting the Promotion of Tourism Industry in India

Short Synopsis

by

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ABSTRACT

Tourism is one of the most productive business activities in today's time globally. The number of international tourists is increasing day by day. Due to this, it is also one of the leading sectors in providing jobs and employment to the local community or the host country in technical terms. According to WTTC expectation, more than 100 million additional jobs will be generated by tourism worldwide. India has achieved 34th rank in travel and tourism competitive index issued by World Economic Forum in the year 2019 which shows the potential in Indian Tourism Industry but the question remains will India be able to achieve these potential opportunities in actual return. There are other developing countries which is way ahead than India. It is one of the sources who promote national integration and cultural integration. It is not only a source of foreign exchange earnings but also to increase the dependency of one nation to another, peace-making, built confidence to the guest about the host country. Over the time research on Tourism industry have become popular among academicians and researchers. The reason behind this heightened interest lies in the transfer

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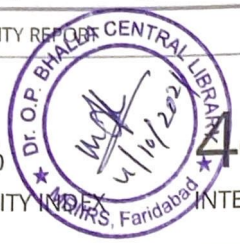

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